



# Office of the County Executive

Monroe County, New York

**Adam J. Bello**  
*County Executive*

November 21, 2024

<b>OFFICIAL FILE COPY</b>	
No.	<b>240413</b>
Not to be removed from the Office of the Legislature of Monroe County	
Committee Assignment	
<b>INTRGOV REL</b>	<b>-L</b>
<b>REC &amp; ED</b>	
<b>WAYS &amp; MEANS</b>	

To The Honorable  
Monroe County Legislature  
407 County Office Building  
Rochester, New York 14614

**Subject:** Amend Resolution 144 of 2011, as Amended by Resolution 313 of 2020, Resolution 427 of 2021, Resolution 283 of 2022, and Resolution 394 of 2023 to Provide Funding to The Lilac Festival, Inc. and to Extend the Term of the Agreement to Produce the Lilac Festival in Highland Park; and Authorize an Intermunicipal Agreement with the City of Rochester

Honorable Legislators:

I recommend that Your Honorable Body amend Resolution 144 of 2011, as amended by Resolution 313 of 2020, Resolution 427 of 2021, Resolution 283 of 2022, and Resolution 394 of 2023 to provide \$150,000 to The Lilac Festival, Inc. and to extend the term of the agreement to produce the Lilac Festival in Highland Park; and authorize an intermunicipal agreement with the City of Rochester.

Through the above-referenced resolutions, Your Honorable Body authorized a license agreement with The Lilac Festival, Inc., a not-for-profit corporation, to produce the Lilac Festival in Highland Park. Under the license agreement, The Lilac Festival, Inc. has the sole and exclusive right to direct, produce, and sponsor the annual Lilac Festival through December 31, 2025. For the past several years, The Lilac Festival, Inc. has worked with a promotor to operate, manage, produce, and promote the Lilac Festival. In the Fall of 2023, the prior promotor determined that it would no longer produce the Lilac Festival and Your Honorable Body provided up to \$150,000 to The Lilac Festival, Inc. to produce the 2024 Lilac Festival with the assistance of two co-promoters. In the Summer of 2024, a request for proposals was issued to seek qualified candidates to provide long-term promotional services to ensure the Lilac Festival continues to be a success. To meet this goal, the City of Rochester and Monroe County will provide a one-time payment to help defray start-up costs, as well as extend the agreement with The Lilac Festival, Inc. to coincide with the promotor agreement.

**The specific legislative action required are:**

1. Amend Resolution 144 of 2011, as amended by Resolution 313 of 2020, Resolution 427 of 2021, Resolution 283 of 2022, and Resolution 394 of 2023, to extend the term of the agreement with The Lilac Festival, Inc. through August 31, 2029, together with up to two (2) three-year renewals, and provide \$150,000 to The Lilac Festival, Inc. to produce the Lilac Festival in Highland Park in 2025.
2. Authorize the County Executive, or his designee, to enter into an intermunicipal agreement with the City of Rochester to accept \$50,000 and provide it to The Lilac Festival, Inc.

This action is a Type II Action pursuant to 6 NYCRR 617.5(c)(26) ("routine or continuing agency administration and management, not including new programs or major reordering of priorities that may affect the environment") and is not subject to further review under the State Environmental Quality Review Act.

Funding for this amendment is included in the proposed 2025 operating budget of the Parks Department, general fund 9001, funds center 8805010000, Horticultural Administration. No additional net County support is required in the current Monroe County budget.

The Lilac Festival, Inc. is a not-for-profit agency and the records of the Office of the Monroe County Treasury have indicated that it does not owe any delinquent Monroe County property taxes.

I recommend that this matter be referred to the appropriate committee(s) for favorable action by Your Honorable Body.

Sincerely,  


Adam J. Bello  
Monroe County Executive